

How do you reach out and market the role of volunteering?

1. Personal invitations
2. Ask existing volunteers to invite new volunteers
3. Public recognition of volunteers' contributions to the dance

On our website

In our newsletter

In brochures

Word-of-mouth

Announcement at dances

Personal invitations

Encourage existing volunteers to ask others

Scholarship program to encourage volunteers

Board members recruit

Team up with other nonprofits/groups with similar/compatible missions

Be a good role model

Flyers

Define real needs

Public recognition and thanks is a way to market the role

Have caller make announcement

Wear a button: "I got in free, asked me how?" "I volunteered!"

Emphasize the importance of volunteers to the help of the community

Encourage volunteers to voice pride in helping the dance community

Photos of volunteers in dance spaces

Incentives: coupons, discounts, treats

Personal ask, e-mail and in person, online/web/survey

Market as a learning opportunity: sound, management, etc.

Small/manageable tasks until they see what else they can do

Make it fun!!

Annual meeting: volunteer opportunities elicited

Announcement in newsletter, make announcement at the end that we must be out of the hall in half an hour, get people involved!

Reminder e-mail

Have a volunteer "path" (even if you have to invent tasks)

Recognize current volunteers and ask for more at breaks

Buttons for the organizers to wear at dances

On registration form for special event, have volunteer sign-ups

Tell the crowd "you, too, can receive applause for doing this task!"